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N Brown completes new trading website roll out for its three strategic brands

N Brown Group plc (the "Group" or "N Brown"), the inclusive fashion and homeware digital retail platform, is pleased to announce the successful launch of its new trading website for JD Williams – the Group's leading midlife retail brand. The launch completes the transformational priority to roll out new websites for all three of its strategic brands ahead of peak 2024 and marks an important milestone in the Group's digital transformation.

The mobile-first platform delivers a more seamless customer experience, allowing users to effortlessly navigate the site, experience a frictionless checkout process, and receive the same rich experience across mobile devices. The new JD Williams site also boasts improved content from a new content management system which will be rolled out to the Simply Be and Jacamo sites later this year.

Simply Be and Jacamo's new customer facing websites have demonstrated positive results since launch. Performing 20% faster than the historic website's legacy technology, the sites have received external endorsement of their performance, with a doubling of their Google Lighthouse score, a measure based on a combination of performance, accessibility, Search Engine Optimisation (SEO), and best practice criteria.

As well as the heritage portfolio of brands being sequentially transitioned to the new platform, the Group will also continue to iterate on the website capabilities, with new feature releases aimed at enhancing the customer journey.

Steve Johnson, Interim Executive Chair and CEO at N Brown, said:

"We're delighted to have completed our priority of launching new trading websites for all of our strategic brands ahead of peak 2024. The transformation of our business continues to gain pace as we proceed with investing in our strategy, positioning N Brown for sustainable growth whilst always improving the customer experience."

Nuno Miller, Chief Operating Officer at N Brown, added:

"Our new mobile-first websites have created a sleek, modern experience for customers as they shop across Simply Be, Jacamo and JD Williams. The new websites remain the cornerstone in transforming our customer experience and we're seeing impressive results for site performance and user experience. Not only that, the new JD Williams site represents the fastest roll out to date, with the faster delivery benefiting from our commitment to agile ways of working."

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About N Brown Group

N Brown is a top 10 UK clothing and footwear digital retail platform, with a home proposition, headquartered in Manchester and employs over 1,600 people nationwide. Through our strategic retail brands including JD Williams, Simply Be and Jacamo, we exist to make our customers look and feel amazing, and take great pride in passionately championing inclusion and serving the under-served. Our customer-first shopping experience, supported by our innovative financial services proposition, is designed to deliver choice, affordability, and value to our customers, and allows us to be truly inclusive and accessible.